



American Association
for Employer Relations +

September 23, 2024

Dear Employers and Career Centers,

We're excited to present A+, the American Association for Employer Relations +, a fresh and forward-thinking concept focused on enhancing the employer's perspective. A+'s mission is *to achieve **strong employment outcomes** through innovation in employer relations and recruiting*. Our goal is to drive conversations on how career centers and employers can work together to prioritize employment outcomes as key success metrics. We aim to achieve this through a three-pronged approach: 1) Providing training and education, 2) Establishing standardization in recruiting and employer relations, and 3) Elevating the employer's narrative.

Employers

A+ welcomes employers of all sizes, from small start-up companies or sole proprietorship entrepreneurs to global corporate titans! We're excited to welcome employers from every corner of the business world—whether you're from established commercial enterprises, governments, and nonprofits, or pioneering the next wave of emerging industries and technologies. A+ is dedicated to empowering employers who hire at every level—entry-level, early-career, mid-level, and executive. We invite recruiters, talent acquisition leaders, and executives who are passionate about transforming the hiring landscape, whether it's full-cycle recruiting, contingent workforces, university relations, contract roles, executive searches, or beyond. We wish to enhance the employer's voice among career centers to help shape new practices and pathways that prioritize **strong employment outcomes**.

Career Centers

A+ positions career centers as essential links for employers to meet their current and future workforce needs. We unite the three major career center systems across America: 1) college and university career centers 2) community college career centers 3) public, WIOA-affiliated career centers. Our goal is to elevate career centers through a network dedicated to fostering education and professional development, ensuring career service professionals stay current and relevant. We prioritize employer relations and will steer conversations toward measuring career center success through achieving **strong employment outcomes**.

A+ will provide professionals with diverse insights through activities generated by our membership. We believe learning from one another is the most effective way to grow and build community. Our membership is intentionally designed to serve all employers and career centers, regardless of budget, ensuring inclusivity and diversity across opinions, sizes, and geographic regions. We've specifically targeted the three major career center systems across America, recognizing that we share more common ground than differences, and by breaking down the existing silos between career centers and institutions, we become stronger and more capable of supporting employers together. As A+ Chairman Dylan Houle puts it, "We are the association dedicated to achieving employment outcomes for all, for life."

It's with great excitement that we introduce A+, ushering in a **bold new era** focused on employer relations and **strong employment outcomes**!

Sincerely,

Daniel Newell, MPA
President & Chief Executive Officer

Dylan Houle
Chairman of the Board